

December 15, 2011  
10:07 A.M.  
Newport, Oregon

The Economic Opportunity Analysis Technical Advisory Task Force for the City of Newport met on the above date in the Council Chambers of the Newport City Hall. In attendance were Guy Faust, Glen Small, Mark McConnell, Woody Ouderkirk, Will Summers, John Clark, John Lavrakas, Gil Sylvia, Lorna Davis, Will Emery, Michael Larimer, Caroline Bauman, and Don Mann. Chris Chandler and Bonnie Serken participated by telephone.

Also in attendance were Larry Coonrod, Raquel Teague, Richard Sherlock, Naomi Shodert, and Susan Woodruff.

Staff present was Community Development Director Tokos, City Manager Voetberg, and City Recorder Hawker.

## **INTRODUCTIONS**

Task Force members introduced themselves.

## **OVERVIEW OF THE PROJECT**

Tokos reported that the economic opportunity analysis will look at several components, including land availability; siting; potential partners, a policy to determine whether an economic vision can be mapped out; and what the city's role will be in helping achieve that vision. He added that there will be updates to the comprehensive plan; implementation measures; and how to finance improvements. He noted that the city will launch a website with the work of this project/Task Force.

Bob Parker, of ECONorthwest, presented an overview of the economic opportunity analysis. He noted that one component is land use. He discussed state land use requirements, the development of vision and strategy, and how to map out the economic development plan for the city. He noted that the recommendations must comply with statewide planning policies and should be complete by early summer. He presented an overview of the work program, state requirements, role of the committee, and process.

Parker made a PowerPoint presentation. He discussed the broad view relative to prosperity and livability. He talked about the role of public policy including policy categories consisting of air and water quality; natural resources; farm land; urban design; arts, culture, recreation, and library. He reviewed the process of building from principals to plan; the components of the land needs analysis; the reasons to conduct an economic opportunity analysis; state planning goal 9; and the components of an economic opportunity analysis. Bauman reported that the shoreside economic analysis

report is on the ocean information website. McConnell asked whether the city's enterprise zone would be considered. Faust reported that the county has not been designated as economically distressed by the federal government, but that designation is subject to change. McConnell asked whether the airport is included in any plan. A discussion ensued regarding the Airport Master Plan. Ouderkirk reported that he tracks vacant commercial space.

Parker presented the work program overview from the kick-off to the draft and final reports. Emery noted that available information is dated, and suggested that this data be contemporized. Parker reviewed the project schedule noting that the final report is due by July 30, 2012. He reviewed the schedule of the TAC noting that there are five scheduled meetings, and more will be planned, if necessary. He reviewed the meetings with the first meeting being the kick-off; second would be to develop the economic development vision; the third will be presenting the buildable lands inventory and the draft economic opportunity analysis; the fourth would include policy implications and options; and the fifth would be implementation strategies. He outlined what the economic opportunity analysis would like, and he discussed the role of the TAC in the process. Parker noted that the TAC should give advice on the technical analysis and policy options, as well as a recommendation to move the final documents forward.

Lavrakas noted that some companies that might be interested in moving here were not represented on the TAC. Emery asked what level of specificity the analysis will contain. Ouderkirk noted that some companies need a greater population base to open a branch business, and this could leave Newport out of the mix for some businesses. Parker suggested examining retention/expansion of businesses to determine what is reasonable and where to focus efforts. Sylvia asked how much these efforts should be linked to the 2005 plan. Parker noted that there would be a discussion of the relevant points from the 2005 report at the next meeting. Sylvia asked how to link goals, objectives, and vision together. Faust asked how far into the future the plan would go. Parker noted that the land use element goes out 20 years. He discussed monitoring and implementation frameworks. McConnell asked what can be done in the short-term that could be budgeted for in the upcoming year. Emery noted that budgeting cannot be done without financial information. McConnell suggested focusing on people choosing the community, rather than job creation. He noted that quality of life is more important to many people, adding that many folks are selecting a place to live and creating a job in that place.

## **PRELIMINARY OF SWOT ANALYSIS**

The group participated in defining the community's strengths, weaknesses, threats, and opportunities. The strengths were: community cooperation, livability; environment; and diverse economy. The weaknesses were: transportation; geography; housing; cohesive economic development vision; infrastructure; and quality workforce. Opportunities were identified as: green research; tourism; education; and a new approach to economic development. Threats were identified as: poor economy, including unemployment, economic growth, and a reduction of tourism; natural hazards, including bad weather, tsunami/earthquake, and climate change; public policy/decision making, including not

being in line with the previous visioning; support; coordination; leadership; educating businesses; and past behavior in pursuing opportunities.

It was noted that all the SWOT cards would be tabulated, a memorandum prepared, and placed on the website.

Ouderkirk suggested adding links, on the website, to all the ORS and OAR's that are/have been referenced.

### **ADJOURNMENT**

Having no further business, the meeting adjourned at 12:04 P.M.